

MindLeaders

e-Learning that **works.**

eServices

Strengthening Your Intellectual Infrastructure

May 14th, 2008

Presented by Eben Beierle

MindLeaders



Who is MindLeaders?

- MindLeaders provides e-learning and employee development solutions to many government agencies and Fortune 500 companies in California
- Since 1981, MindLeaders has been on the forefront of self paced and on demand training
- First company to introduce HTML courses delivered over the Internet – 1996
- Today, MindLeaders continues to use the latest in internet technology to provide engaging and informative training
- Helping companies cope with Generational Workforce Issues



eServices Vision:

California's portal is the gateway through which all citizens, businesses, and employees can access information and services. It is the 'single window' to government, providing information and services in ways that are familiar and inviting to all. It is easy to navigate, and it allows individuals to find what they are looking for, when they want it. There is no wrong path to information or services, regardless of the agency source. When no path seems obvious, customer support and robust search engines aid in finding the desired information or service.

Additionally, in order to significantly reduce costs and broaden the acceptance of government services provided over the Internet, **the services must be streamlined and simple, trusted and very reliable, with responsive and friendly customer support.**

Issue:

How to continuously improve and streamline the end product?



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Web Acceptance and Use:

- 61% of the nation now has access to the internet*
- 13 million households in CA alone (66% of the population)*
- Wealth of services and information available online
- Your site is a direct reflection of your skills as a webmaster

People are coming to expect **the services to be streamlined and simple, trusted and very reliable, with responsive and friendly customer support.**

You only have one chance to make a good first impression



Intellectual capital...
YOUR people!

Using advances
in technology

Producing a
quality product



**Real competitive
advantage...**

1950s



1970s



2000s





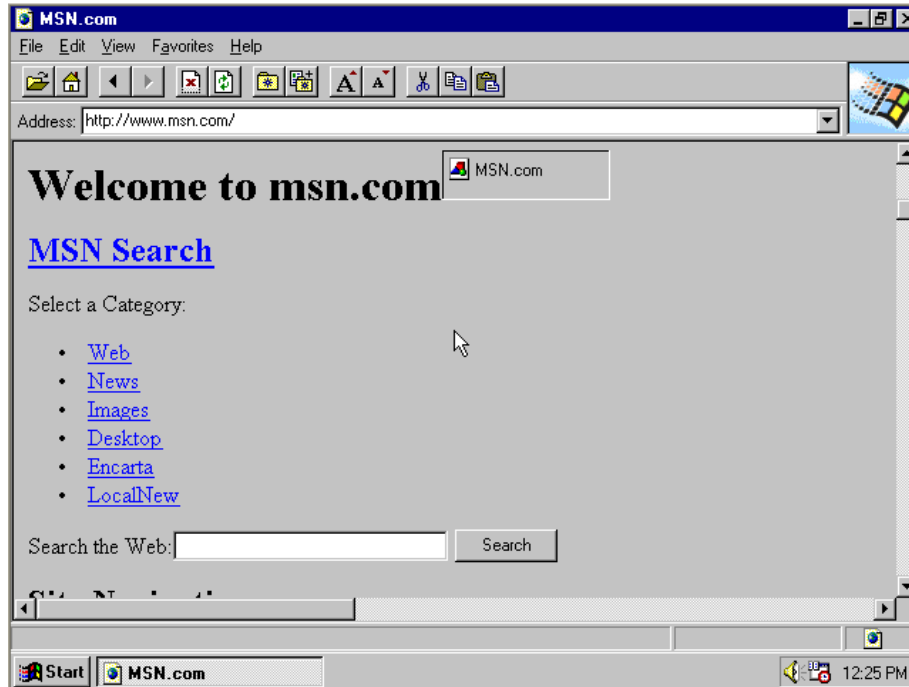
How do we go from this.....



Strengthen Your Intellectual Infrastructure

To This?



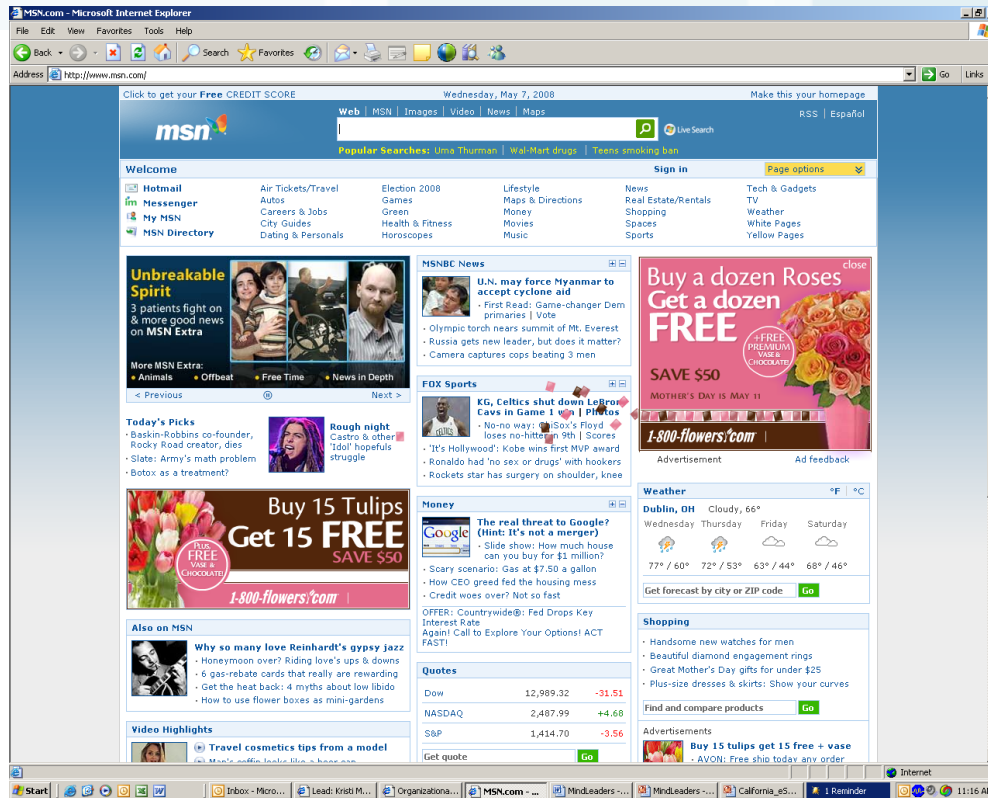


And from this.....



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Strengthen Your Intellectual Infrastructure



To this?



Strengthen the Intellectual Infrastructure



Issue:

How to continuously improve and streamline the end product?

Through Continuous (and on demand) Education and Learning

-Enhance your site as a byproduct of enhancing your own skills

- Keep skills up to date
 - Latest technologies
 - Customer support skills
 - Personal and professional development
- Gain greater access to knowledge
- Learning on demand – Just-in-Time training
- Focused/Individualized learning
 - Custom development plans based on job/skill needs



Parting Thoughts:

- “Poor people have big TV’s. Rich people have big libraries.” - Jim Rohn
- “It's what you learn after you know it all that counts.” ~Attributed to Harry S. Truman



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QUESTIONS?

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Personal Development Plan Example

Webmaster

[CIW Foundations 1D0-510](#) series (Certified Internet Webmaster preparation courses)

[Web Design and Graphics](#) series (introduction to the basics)

[Web Design Certifications](#) PLR (Contains information on CIW Certs, as well as numerous other Webmaster credentials)

[PHP](#) PLR

[PHP and MySQL](#) series (discusses PHP - a popular programming language used to create dynamic Web sites)

[Dynamic HTML](#) (another programming language used for dynamic Web sites)

[Internet Explorer 7: Learning the New Interface and Features](#) course (includes information on using RSS feeds in a Web browser and protecting against Phishing attacks)

[Web Publishing and Design with HTML 4.01 and XHTML](#) Series (excellent series on using HTML for Web publishing, with lots of information on Cascading Style Sheets)

We also have numerous courseware series dedicated to vendor-specific Web development platforms, such as Microsoft's Visual Studio, Dreamweaver, Flash, and Java.



Web 2.0 Topics

[Staying Current with Technology](#) PLR

[Internet Explorer 7: Learning the New Interface and Features](#) course (includes information on using RSS feeds in a Web browser and protecting against Phishing attacks)

[Web Publishing and Design with HTML 4.01 and XHTML](#) Series (excellent series on using HTML for Web publishing, with lots of information on Cascading Style Sheets)

[Cascading Style Sheets](#) PLR (additional info on CSS)

[Weblogs](#) PLR

[RSS Overview](#) PLR

[Wiki Overview](#) PLR

[Podcasting](#) PLR

[Usability Testing](#) PLR

[Service Oriented Architecture \(SOA\) and Web Services](#) PLR

[AJAX Programming Overview](#) PLR (According to Wikipedia: many Web 2.0 sites rely heavily on AJAX or DHTML effects commonly associated with AJAX. So while AJAX is often required for Web 2.0 sites to function *well*, it is (usually) not *required* for them to function.")

[AJAX](#) Series

[XML](#) Series



Security

[CIW Security 1D0-470](#) series (Security courses specifically designed for Internet Webmasters, and for CIW Security exam preparation)

[CISSP Security Professional](#) series (Certified Information Systems Security Professional preparation courses)

Online Reference Library Books – Top 3 Results for CSS

Beginning Web Programming With HTML, XHTML, and CSS

by Duckett, Jon.

Publication: Indianapolis, IN John Wiley & Sons, Inc.

HTML, XHTML, and CSS Bible 3Rd Ed.

by Pfaffenberger, Bryan

Publication: Indianapolis, IN : John Wiley & Sons, Inc.

Professional CSS: Cascading Style Sheets for Web Design

by Schmitt, Christopher.

Publication: Indianapolis, IN : John Wiley & Sons, Inc.

